

MEDIA PLAN

Client: Great Falls CVB Date: December 16, 2008

Subject: FY09 Consumer Magazine Job No.: 248-700



Approved Audits/Applications Committee 12/26/08

Publication	Issue	Ad Size	Distribution Region	Circulation	Cost	CPM	Deadlines				Editorial	Negotiated Bonus	Added-Value
							Space	Material	On Sale	RS			
Madden Pre-Print Insert Co-op	March 29, 2009	1/4 pg 4C	Custom Circulation Alberta, MN, ND, Chicago, Seattle	700,000	\$ 4,912	\$ 7.02	1/2	1/9	3/29	Yes	Travel Montana Newspaper Insert Co-op	Insert promotion w/ HTML e-mail distributed to 50,000 vacationfun.com o Vacationfun.com to run search term promotional campaign Online e-mail promotion- vacationfun.com	\$1,500
Sunset	April	1/6 pg 4C TD	Pacific Northwest	260,000	\$ 2,920	\$ 11.23	1/15	2/2	3/20	Yes	Vacation Travel Guide Planner Pacific Northwest	3 month Sunsetgetaways.com online listing, image, text, link.	\$500
Horizon Air Magazine	April	1/3 pg 4C	Horizon Air Routes	500,000	\$ 2,340	\$ 4.68	2/4	2/20	4/1	Yes	Montana Section	9x Rate - Special Editorial on Montana- online weblink	\$300
Montana Magazine	Mar/Apr	1/6 pg 4C	Full Circulation 65% Out-State : 35% In-State	27,895	\$ 803	\$ 28.79	1/16	1/23	3/1	No	C.M. Russell Art Auction/Russell Art	Weblink on montanamagazine.com, Photo, Text, Phone, for 6 months	\$150
True West	April	1/3 pg 4C	Full Circulation	85,000	\$ 1,190	\$ 14.00	1/15	2/2	3/5	Yes	Travel Planner Issue	Reader Service - weblink 1 month truewest.com	\$250
Northwest Travel Magazine	May/June	1/6 pg 4C	Full Circulation	150,000	\$ 699	\$ 4.66	3/5	3/10	5/1	Yes	Northwest Features, Travel, Golf - TBD	In Book Reader Service - plus online banner ad 180x 400 for leads Submit PR and calendar of events listings.	\$150
Via - AAA	May/June	4" 4C TD	Full Distribution Oregon, Idaho	420,000	\$ 2,364	\$ 5.63	2/13	2/19	4/1	Yes	Discover Summer Fun Issue	Reader Service - 2 months. Weblink on viamagazine.com	\$150
TOTALS				2,142,895	\$ 15,228	\$ 7.11						BONUS:	\$3,000

Budget \$15,000

Client Approval _____ Date _____

* Budget includes contract rates and/or negotiated discounts on behalf of client for placement commitment. Changes in schedule can result in changes to contract rates and result in short rate charges. Those charges will be billed back to client upon completion or termination of schedule.